NEWS RELEASE
For Immediate Release

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Brady introduces the new BBP®33 Label Printer
Label maker offers quick supply changeovers, no calibration, no wasted labels

MILWAUKEE, Wis. (October 1, 2012) Brady, a leading manufacturer for printing systems and materials, announced today the launch of the BBP®33 industrial label printer. Brady's new printing system is the first industrial printer in the market to feature foolproof "drop-in" supplies that allows users to perform a complete supply changeover in less than 20 seconds, with no adjustments or calibrations and no wasted labels.

Designed to make label making faster and easier, the new industrial printer also helps users save costs and improve productivity by eliminating wasted blank labels by printing on the first label.

"The BBP33 printer is so easy-to-use that it will help users eliminate tedious, time-consuming setups, difficult-to-load materials and wasteful calibrations" says Matt Luger, senior product marketing manager for printing systems. "This printer was designed to help improve productivity and reduce costs."

Printing on over 500 label parts and 39 different materials, the BBP®33 Label Maker prints for a variety of labeling applications including wire and cable labels, panel labels, heat-shrink sleeves, rating plates, circuit board labels, component labels, laboratory labels, safety and arc flash labels, GHS labels, lean 5S labels, pipe markers and more.

The BBP®33 printer is also compatible with Brady's software programs, including Markware™ software, LabelMark™ software and CodeSoft™ labeling software. These label software programs allow label creation, symbol and data importation, as well as contain applications for industry specific labeling needs, such as GHS CLP labels, arc flash, wire marking, pipe marking, tagging and bar codes.

For more information:
To learn more about Brady's BBP®33 printer, visit www.BradyID.com/BBP33. For more information on Brady's complete line of printers and label products, visit www.BradyID.com. In Canada, visit www.BradyCanada.ca.

About Brady:
Brady Corporation (NYSE: BRC) is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Its products include high-performance labels and signs, safety devices, printing systems and software, and precision die-

cut materials. Founded in 1914, the company has millions of customers in electronics, telecommunications, manufacturing, electrical, construction, education, medical and a variety of other industries. Brady is headquartered in Milwaukee and employs 6,600 people at operations in the Americas, Europe and Asia/Pacific. Brady's fiscal 2011 sales were approximately $1.3 billion. More information about Brady Corporation is available at www.bradycorp.com.

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